

Dated 12<sup>th</sup> March 2024



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## SOCIAL MEDIA POLICY

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## INTRODUCTION

Elite Security Group (which includes Elite Security Management Services Limited, Elite Security Manned Guarding Limited and Elite Alarm Monitoring Services Limited) recognises that social media (and the internet generally) has become a significant part of life for many people.

In most interactions this is both positive and engaging, but in some instances the narrative can be negative, un-necessary and even occasional defamatory, discriminatory or borderline negligent. Therefore, the Company must maintain a robust policy to ensure the interests of the Company (and others) are considered and protected.

If an Employee's personal internet presence does not make reference to, or otherwise allude to, the Company, its Clients, other Employees, Contractors or Agents; the content is unlikely to be of concern. However, in some circumstances, publication to any form of social media may be considered gross misconduct and may result in disciplinary action.

## SCOPE

This policy is designed to provide formal guidance for Employees with regards to their interactions on social media platforms including (but not limited to):

- Popular Social Media Sites: **Twitter** and **Facebook**
- Online Review Sites: **Reevoo** and **Trustpilot**
- Discussion Sites: **Delicious** and **Rediit**
- Photographic Sites: **Flickr** and **Instagram**
- Q & A Sites: **Quora** and **Yahoo Answers**
- Professional Sites: **LinkedIn** and **Sunzu**
- Other Blogs and Message Boards.....

## 5 - STEP GUIDANCE

- Posts or publications **MUST NOT** defame, disparage, discriminate, harass, or knowingly cause offense to the Company or its Clients, other Employees, Suppliers, Contractors or Agents.
- Posts or publications **MUST NOT** include any content (including comments, narrative or imagery) derived from your Employment or taken during any time during which you were on duty and working for the Company.

- Posts or publications **MUST NOT** comment on the Company or its business likely to reflect poorly on the Company, its Clients or any other stakeholder.
- Posts or publications **MUST NOT** include logos, names, imagery and/or documents related to (or associated with) the Company, its Clients or any other stakeholder.
- Social media **SHOULD NOT** be used in any way that breaches any of the Company's other policies or have the potential to bring the Company into disrepute (including identifying yourself as a member of a socially sensitive or restrictive group).

### **EXAMPLES OF POLICY BREACHES**

- The taking of a photo of an incident on site, later circulated on social media
- Commenting on the performance of a Client or their Employees
- Suggesting a fellow Employee is not good at their job (on Facebook)
- Identifying a job function or set routines for when you are at work
- The taking of a photo of a restricted area, later circulated on social media
- Referring to an event or occurrence on site which happened when at work

### **MONITORING**

The Company reserves the right to access, monitor, intercept, record and review social media platforms to prevent a breach of this policy and to protect the wider interests of the Company.

### **AUTHORISED PERSONS**

You are reminded that only Directors of the Company are authorised to speak on behalf of the Company. Employees are personally responsible for what they communicate on social media and should remember that what they publish may be available to a wider audience for a long period of time. It is hugely important that social media activity is limited to personal activity.

## **SPECIFIC EXCEPTIONS**

The Company operates its own social media accounts (including Twitter and LinkedIn) and manages posts and publications from a Director level. No attempt should be made to imply association or management of such accounts by way of linking to them or some other associative mechanism. Nor should any attempt be made to interrupt, denigrate or defame such accounts or posts attributed to such accounts.

A handwritten signature in blue ink, consisting of stylized, cursive letters that appear to be 'JL' followed by a long horizontal stroke extending to the right.

Signed 12<sup>th</sup> March 2024

Statement Originally Approved on 11<sup>th</sup> January 2018